

SUFFOLK COUNTY VANDERBILT MUSEUM

BOARD OF TRUSTEES

Minutes

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held on February 15, 2006, in the Planetarium Lobby, Centerport, New York.

The following were in attendance:

Dr. Steven Gittelman - President
Daniel Olivieri - 1st Vice President
Susan LeBow - 2nd Vice President
Michael B. DeLuise - Treasurer
David D'Orazio - Secretary
Howard Kleinberg - Trustee
Marjorie Kossoy-Fuhrmann - Trustee
Carl Luecke - Trustee
William Macchione - Trustee
Gretchen Oldrin-Mones - Trustee
Ronald Parr - Trustee
Dr. Anthony Pecorale - Trustee
Dr. William Rogers - Trustee
J. Lance Mallamo - Executive Director
Bill Dieck - Staff
Mitch Spivak - Staff
Valerie Jones - Auditor
Ann Marie Pastore - Stenographer

Excused Absence:

Maria Figalora - Trustee

Absent:

Bertram E. Seides

(Dr. Steven Gittelman called the meeting to order at 7:10 p.m.)

DR. GITTELMAN:

This is a regular meeting of the Board of Trustees of the Suffolk County Vanderbilt Museum. Ann Marie, do we have a list of guests in attendance?

MS. PASTORE:

Yes.

DR. GITTELMAN:

Mr. Secretary, do we have a motion for the minutes?

MR. D’ORAZIO:

I do with just a couple of slight changes. One change is that Mr. Bill Dieck had stepped in slightly after we began the last meeting and he wasn’t mentioned as a guest. There was one other section – Gretchen, do you know what page that was on?

MS. OLDRIN-MONES:

Just to make a change in the last paragraph, second sentence, “as mentioned previously, we have been trying hard to create one or more new courses that do not rely on existing selections.” Actually the word spoken was “collections.”

DR. GITTELMAN:

I noticed a change as well. Ann Marie, either I misspoke but what I meant to say was that I have a mesohippus skull, not an equus skull.

MR. D’ORAZIO:

This is my first month; you want me to find that?

DR. GITTELMAN:

This is a test.

MR. D’ORAZIO:

Then I failed miserably.

DR. GITTELMAN:

I think the second one was equus; the first one was meshippus, but I’ll straighten that out with you later. When I reviewed the minutes, I noticed that. If I had eohippus, I’d be very proud. Meshippus is middle horse; eohippus is the little guy.

MR. D’ORAZIO:

If there aren’t any other changes, I move to approve the minutes.

DR. PECORALE:

Second.

DR. GITTELMAN:

All in favor? Opposed? Abstentions? **Motion carries. (Vote: 13/0/0/2
Absent: Ms. Figalora & Mr. Seides.)**

What I would like to do – I’m very pleased that we have a new board member, Ron Parr. I would like each of us to introduce ourselves to Mr. Parr and then perhaps he will say hello to us. If we could start with Bill Rogers.

DR. ROGERS:

Ron and members of the board, I’m Bill Rogers. I’m glad to be here. I’m trying to do as much good as I can, although I don’t know how good that is. I hope to spend the rest of my time here this year and the following year to see what good we can do for the museum. I have been through it, and I enjoy it tremendously. I think a great job has been done here so far.

MR. D’ORAZIO:

Dave D’Orazio, Long Island Rail Road. I’m one of the newer board members here. I feel it’s been a great experience thus far. It’s been only a year. I want to welcome you aboard. I hope that you will join with us and help make this a great facility.

MR. OLIVIERI:

Dan Olivieri. I’m one of the newer members, too. We met once before. Welcome to the board. I won’t waste time. I’ll pass you on to the next member.

MR. LUECKE:

Carl Luecke. I've been on the board possibly for the longest.

DR. GITTELMAN:

You are here the longest.

MR. LUECKE:

I probably have some historic information, if there is anything that would interest you. Welcome to the board.

DR. GITTELMAN:

Twenty years ago.

DR. PECORALE:

My name is Tony Pecorale. I'm a retired educator and former superintendent of schools. I have been on the board awhile. Welcome, and good luck.

MR. PARR:

Thank you.

MR. DELUISE:

I'm Mike DeLuise, Vice President of Development and External Affairs at Dowling College. I'm a great admirer of Ron Parr. I think Ron is going to really add to the strength of the museum and the strength of our board. Welcome, Ron.

MR. PARR:

Thanks.

MR. MALLAMO:

Lance Mallamo. I'm Executive Director of the museum. Ron and I come from the same town, so we're pleased to have more St. James representation here. Although we did not know each other before, I certainly know your name, Ron. We're delighted and thrilled to have you as a board member here. Welcome.

MR. PARR:

Thank you.

DR. GITTELMAN:

I'm Steve Gittelman. We have met. I have been on the board for a long time, the second senior to Carl. I think it's been 17 years now, of which 15 I have been President. I'm thrilled to have you on the board, and I'm looking forward to working with you. I think you're a wonderful gift to the institution.

MR. PARR:

Thank you very much.

MS. LEBOW:

Susan LeBow, practicing attorney. Happy to meet you. Welcome aboard.

MR. PARR:

Thank you, Susan.

MR. MACCHIONE:

Bill Macchione. I'm with the Empire State Carpenters Union, Training Director for the State. I'm on my third term as Trustee here. We have met before, and we have a lot of mutual friends.

MR. PARR:

Thank you. I'm Ron Parr. Thank you all for the nice welcome. I'm President of the Parr Organization. We are real estate developers and general contractors. We are doing some very exciting projects now, the Touro Law School for one and the Suffolk County Community College Culinary Arts School. It's interesting that I'm now on the board, which I'm honored about, because I have been a fan of this place for many years and have been coming here for many years. It's just nice to know that now I can contribute in some way. I think I can bring a lot of resources to the board and a lot of expertise, particularly with your capital improvement programs. I'm looking forward to working with all of you. Thank you for having me.

MR. KLEINBERG:

I'm Howard Kleinberg, partner of the Meyer, Suozzi, English and Klein Law Firm. It's nice to meet you and welcome.

MR. PARR:

Likewise. Thank you.

MS. FUHRMANN:

I'm Marjorie Fuhrmann. Welcome to the board.

MR. PARR:

Thank you, Marjorie.

MS. OLDRIN-MONES:

Hi, Ron. Welcome to the board. My name is Gretchen Oldrin-Mones. With Marjorie, I am Co-Chair of the Education and Exhibits Committee. We consider that the heart and soul of the museum. If you would like to be where things are happening, please join us. We would love to have you come. Our next meeting is March 7.

MR. PARR:

Thanks.

DR. GITTELMAN:

Thank you all. Welcome to the board, Ron. It's really good to have you. We have approved our minutes. Todd Shapiro will be late. He called me this afternoon. Bill Macchione, Buildings and Grounds.

MR. MACCHIONE:

Basically, the report that I have is that with the snowfall and the three members of the building and grounds crew, it was an arduous task, but they came through it with flying colors. I want to give Bill Dieck a lot of thanks and gratitude for working hard with his men to clear the facility out in the amount of time that it took them to do it.

DR. GITTELMAN:

Tony.

DR. PECORALE:

Steve, how are we coming with the bathrooms in the mansion?

MR. MACCHIONE:

I haven't seen them recently. Bill?

MR. DIECK:

They're waiting for the floor tile.

MR. MALLAMO:

Yes, the walls are sealed up with sheetrock. They have been spackled. The tile is going in tomorrow. This is a sample of what the floor is going to be. I had a sample in my pocket, and this is the formica.

MS. LEBOW:

Do you want to pass that around?

MR. MALLAMO:

Sure, I would be happy to pass that around.

DR. GITTELMAN:

This was all we are getting. It's got to go a long way.

MR. MALLAMO:

They won't be open by next week, but we hope in a couple of weeks they should be wrapped up.

DR. PECORALE:

Is that going to hurt you with your operations for next week?

MR. MALLAMO:

It's going to make it very difficult, but we'll do the best we can.

DR. GITTELMAN:

Any other questions?

MR. MALLAMO:

Luckily, Tony, in this bathroom we have had automatic flushers installed, so maybe they will flush a little faster, and we'll move more people through.

DR. GITTELMAN:

Bill has agreed to continue to serve as Chairman of Buildings and Grounds. We appreciate it.

I want to skip the Development Committee for the time being and go on to

Education and Exhibits. Marge and Gretchen, would you both be willing to serve as Co-Chairs for the year to come?

MS. FUHRMANN:

Yes.

MS. OLDRIN-MONES:

Absolutely.

DR. GITTELMAN:

Good. Thank you. We look forward to your report.

MS. FUHRMANN:

I'm giving the report this month.

DR. GITTELMAN:

Good, thank you.

MS. FUHRMANN:

We were having a meeting on Monday afternoon, but due to the heavy snowfall, our meeting was cancelled. Our report this month is very brief.

We just want to remind everybody about the Winter Fun Fest that will be occurring here during the week that the students are off from school, which is the week beginning the 19th of February. We have school children coming by to have some fun. There is going to be a lot of drop-in sessions. We want to thank anyone who brought any supplies that were requested last month to contribute for the Fun Fest or any other arts and crafts supplies for our Education Department. We just want to point out to everyone that the Education information for the month is included in everyone's folders. We don't have any other information to report this month.

DR. GITTELMAN:

This is the shortest report in the recent Education and Exhibits Committee meetings.

MS. FUHRMANN:

Since I've been on this board – a lot of years. I think I'm at 13 years now. No, no, I think it may be 15 years now. That's the shortest in 15 years.

DR. GITTELMAN:

You'll have to catch up next meeting.

MR. KLEINBERG:

Can I make a comment, Steve? It's a small matter, but I wanted Gretchen and everyone else to know that the posters or flyers that you made available at last month's meeting, within my little business, I circulated and posted those in a conspicuous area. A number of staff members mentioned to me that they had either planned or actually implemented visits to the museum based on just that little bit of publicity. It's true that every little bit makes the difference.

MS. FUHRMANN:

Thanks for letting us know.

DR. GITTELMAN:

Perhaps we could circulate more of those.

MR. MALLAMO:

Absolutely. I just add that at the last Trustees' meeting I forgot the December numbers and calendar year before. So everyone has that in their packet tonight as well, in addition to the January numbers. This reflects attendance for Museum programs in 2005.

MS. OLDRIN-MONES:

We'd also like to thank Dave and Steve for volunteering at the last meeting to help build our trail for the Long Island Ecosystem. Steve, you volunteered to help finance the materials, and Dave volunteered his labor. Thank you very much for that, and thanks to all the Trustees who handed out any of the brochures or put up any of the posters, especially now that we know they are so effective.

DR. GITTELMAN:

I guess what I had in mind with volunteering, and not to take up too much board time, is that I have a brush clearing equipment. If you're making a trail, would that help?

MS. FUHRMANN:

Yes, definitely.

MS. OLDRIN-MONES:

Yes.

MR. MACCHIONE:

Do you have the front bucket, too?

DR. GITTELMAN:

I can loan you tractors if you want, but I've got a good brush mower. I just had it tuned, new wheels, the whole thing. So if you want to use it and if it's not too much of a slope – if not, I can bring in a brush hog on the back of a tractor, and we can do it that way. I would be willing to drive the tractor, but I can only do it on weekends.

MS. OLDRIN-MONES:

Okay, that's perfect. I guess it won't be until after the frozen ground –

DR. GITTELMAN:

We don't have to wait for the snow to go away. Actually, this is the best time. The snow has to melt, but if the forest is clear, and you're going through and cutting paths you can do this before the poison ivy comes up, and it's the best time.

MS. FUHRMANN:

That's what Eric was saying to us. He is also highly allergic to poison ivy, so he's really interested in doing this before it comes up.

DR. GITTELMAN:

If you want to borrow my equipment – I have a Mac truck to transport it, but you don't want to use that. It will never make the hill.

MS. FUHRMANN:

Is that the one you and I were on?

DR. GITTELMAN:

If we have a trailer, by all means.

MS. FUHRMANN:

Are you talking about the one you and I rode in?

DR. GITTELMAN:

Yes, and it will never make it. Were there any questions about the briefest Education and Exhibits Report we've ever had? Has something fallen apart here?

MR. OLIVIERI:

It was outstanding.

DR. GITTELMAN:

We usually get a 15-minute report. Okay, any other questions or comments? Finance Committee, Michael DeLuise, as Treasurer, will chair the Finance Committee.

MR. DELUISE:

If you look in your packets, there are a number of things that connect with the Finance Report. We have our end-of-the-year report. We have our financial statements and our audit. What I have done is I have asked Valerie Jones, our CPA, to come in and explain the financial report and our audit to you. Valerie, would you join us and give us a little bit of a synopsis?

MS. JONES:

Good evening, everyone. It's good to see everybody again. It's been a long process, so we're hoping we're nearing the end. I want to thank you for your patience, first of all, because I know we had a lot of back and forth with this. Thank you to Lance, Barbara, Michael, and Dr. Gittelman for all their input and their diligent work in trying to bring all this to completion.

Having said that, we're hopefully presenting you with the final draft of the report, which is in the gray folder. It would be on the right hand side. What I want to do is just basically go over some of the differences between the new report as opposed to the old report and then give you a highlight of the financial statements as they are.

As you know, we have switched to a government entity report, which falls under GASBE guidelines. The major difference between this and the report that you were used to seeing before is that there is an inclusion of what they call a management discussion and analysis.

On top of that, there is the different formatting in the financial statement. We are also required to submit a budget versus actual comparison report, as

required, supplemental information. Of course, this year we're all recognizing depreciation, which was a big change from before. That would have occurred regardless of what standards we fell under.

If you look at pages four through six, you will see the management discussion and analysis. I hope you have all had a chance to look at this, because I think Lance was able to get you out some drafts earlier this week. Basically the management discussion and analysis is actually a lot more work for management, but I think it's beneficial in the fact that it allows you to provide some comments on the financials and the different variances that the users are going to see in the financial statements.

There are eight required points that have go into this discussion and analysis. The good news this year is that because it's your first year of implementation, anything that had to do with an analysis of current versus prior year financials, you were permitted to omit that, so you didn't have to include those in your report at all. We will have to include it going forward. You won't see those two reports in there, which were an analysis of those balances.

I don't know if anybody had any questions, having read the management discussion. Again, that was mainly written by Lance with Michael's help. Our review and a couple of the paragraphs were written by us with regard to the basic financials. It's just a venue where you can give a brief description of the financial statement, how the organization faired for the year, and some explanations as to why the budget may have varied from the actual. Again, next year you will have a place when we present the comparative numbers for the prior versus current, and you will have a place to explain any major differences.

MR. DELUISE:

Marge brought up something about depreciation. We talked about that yesterday.

MS. JONES:

Yes, you had asked about accelerating the depreciation –

MS. FUHRMANN:

On one building.

MS. JONES:

On one building, yes. One of the issues that I spoke to the Finance Committee about yesterday is whenever you do a depreciation, you do have different methods that you're allowed to use under the guidelines, but you want to be consistent. So the problem with taking one building and using, say, a double declining balance –

MS. FUHRMANN:

Which is what I was thinking of.

MS. JONES:

Right, is you can't use that on one building and then have straight line method on everything else.

MS. FUHRMANN:

Okay.

MS. JONES:

So you want to use something that's reasonable and consistent.

MS. FUHRMANN:

So you're using straight line on everything for 40 years.

MS. JONES:

Well, in the report it depends on what type of asset it is. The useful life of the asset would vary depending on what it is. A building would probably be closer to 40 years – 30 or 40 years. Equipment might be five, seven, ten depending on –

MS. FUHRMANN:

I understand that, but you said here you're using 40 years on page 10.

MS. JONES:

Okay, then that's what we would be using.

DR. GITTELMAN:

The only problem that I --

MS. FUHRMANN:

Can I just finish? I really have a question about this. On the building in question, which you're calling the dinosaur building, you only took six months. Can you tell me why?

MS. JONES:

I think it was because whatever we put in, we had a half year depreciation on it, so that's probably why.

MS. FUHRMANN:

Why?

DR. GITTELMAN:

It was built in the middle of the year.

MS. JONES:

In the first year, regardless of what time –

MS. FUHRMANN:

We were –

DR. GITTELMAN:

This is 2004.

MS. FUHRMANN:

Didn't we buy that earlier than that? Ed Hahn took care of that. He was gone long before 2004.

DR. GITTELMAN:

I don't think it was in service until –

MR. MALLAMO:

The –

MS. FUHRMANN:

But is it when it's in service or when we actually acquire it?

MS. JONES:

Well, I'd have to know specifically – what are you talking about?

DR. GITTELMAN:

Why we only have six months worth of depreciation as opposed to a year.

MS. FUHRMANN:

Twelve months.

MS. JONES:

You would depreciate an entire year, except on anything that was put in service in 2004, and then you would use a half year.

MS. FUHRMANN:

Even if we don't before that?

DR. ROGERS:

Well, you can't depreciate a building if it's not complete.

MS. JONES:

Right. If there is construction in progress, no, you cannot depreciate it.

MS. FUHRMANN:

We only had that thing in progress for six months?

MR. MALLAMO:

We opened it in the middle of the year.

MS. FUHRMANN:

Okay.

DR. GITTELMAN:

In essence, I don't think it has great significance.

MS. FUHRMANN:

I was just curious.

DR. GITTELMAN:

The only other question I would have asked on that same building, and I'm not suggesting changing it, is it's a temporary structure.

MS. FUHRMANN:

That was my next comment.

DR. GITTELMAN:

As a temporary structure, I'm not sure if a 40-year depreciation makes sense.

MS. FUHRMANN:

That's the other thing. Do we have to call it a building?

MS. JONES:

I think what we did was, in connection with Michael, we probably put in under buildings just of the categories that we had. Certainly, if you think it's going to be less than that, we might be able to change the useful life and make a footnote. I wouldn't change the method of depreciation, necessarily, because then it's not consistent.

DR. GITTELMAN:

I think we belabored this – and I'm not suggesting the discussion be closed -- but we have looked at these statements reasonably closely. I don't think that whether that building is 40 years or 20 years matters that much.

MS. FUHRMANN:

Okay.

MS. JONES:

But you do have an option to change it going forward, like next year.

MR. DELUISE:

Valerie, thank you very much.

DR. GITTELMAN:

Are there any other questions?

DR. PECORALE:

Do we need to adopt –

MR. DELUISE:

We need a motion to accept the financial statement and the audit.

DR. PECORALE:

I move that we accept the financial statement and the audit as presented.

MR. OLIVIERI:

I'll second it.

DR. GITTELMAN:

Discussion? Okay, all in favor? Opposed? Abstentions? **Motion carries unanimously. (Vote: 13/0/0/2 Absent: Ms. Figalora & Mr. Seides.)**

Thank you very much. Good job.

MR. DELUISE:

If you look at our financial statement, it makes it very obvious at the bottom we only lost \$150,611 this year, but it means that we do have to start focusing a little bit more. We have been trying. Lance has cut a lot of expenses and has really tightened things up. Steve is going to talk a little bit about development in a few minutes.

One of the things that we did is we looked at our membership fees. In comparison, if you look in your packet, there is a comparison for what our fees are compared to some of the other venues around Long Island. Our prices were very, very low. The last line on that sheet shows we're proposing that we raise our rates. Seniors/student rates to \$25, the individual rates are \$40, the family rate to \$60, a patron rate to \$250, and a benefactor rate to \$500. We really feel that we need that revenue. We don't think it's going to do anything to hurt attendance. We have plans to make attendance get even stronger this year. If no one has any questions, we will need a motion to accept this.

MS. LEBOW:

I'll move that.

MR. OLIVIERI:

Second.

DR. PECORALE:

On the question.

DR. GITTELMAN:

Yes, Tony.

DR. PECORALE:

The last time we talked about rates and we were going to raise them, we had a problem with the County. I'm not doing anything more than asking the question. Has this flown by any of the County people first? I'm not opposed to the rates. I'm just asking the question because I don't want us to get into the same brouhaha we got into last time.

MR. MALLAMO:

Actually these are going to be membership expenses. It's not our admission fees.

MR. DELUISE:

It's not our admission fees. This is membership.

DR. PECORALE:

I understand that, but it seems like any time we talk about raising rates, we get a little bit of a backlash.

MR. MALLAMO:

I did have an informal discussion with the Budget Review Office in January about our financial situation, and I indicated that we were looking at all options to increase revenues, including adjusting our membership fees, which at the time I suspected were among the lowest on Long Island of other museums. When I researched it, we haven't increased these in about six years. Six years ago the rate that we were at currently was pretty much the norm. Now I'm finding that we're significantly below other museums. In that informal discussion with BRO on this subject there was no objection raised.

MR. DELUISE:

It will take a little pressure off our reliance on what the energy bills are going to be and what the weather does to us. We're praying for a beautiful week next week. We need some kind of a buffer. I think the members are people who really want to support the museum. I don't think it's going to really adversely affect their relationship with us. If anything, I think they would hopefully do more for us.

DR. PECORALE:

My only question was that it did get floated by them, and they did have an opportunity if there was a concern to at least talk to us about it.

MR. MALLAMO:

Yes, I spoke to the Budget Review Office about actually many items. The membership issue did come up in the discussion that we were looking at all areas to increase revenues. They are fully aware of what our financial situation is. I personally feel that this is a modest increase.

DR. PECORALE:

Thank you.

DR. GITTELMAN:

Any other questions? Are we prepared to vote? All in favor? Opposed? Abstentions? **Motion carries unanimously. (Vote: 13/0/0/2 Absent: Ms. Figalora & Mr. Seides.)**

MR. DELUISE:

Thank you. That ends my report.

DR. GITTELMAN:

Now I'm going to come back to the Development Committee. Michael DeLuise served as Development Chairman last year. I want to thank Michael for this chairmanship, but I would like to change the structure this year. What I would like to do is to meet as a Board of Trustees six times a year. Obviously some of the meetings have been used up, but for the remaining ten meetings of the year, I would like to meet as a Board of Trustees five times and as a Development Committee five times at the same time, same place, and meet as a committee of the whole to discuss development. Obviously one of the primary responsibilities of the Board of Trustees is to assist the institution in raising funds. I think what we have to do is not just look for one Chairperson to run the Development Committee but rather to discuss what goes into development for this institution and subdivide the responsibilities and pursue them with energy.

We can begin that discussion tonight, but what I would like to do is restructure the way we handle the development. As far as having official board meetings, and that means in terms of Ann Marie having to do the minutes, it will come down to having six official meetings a year. This year we'll have seven. For this year it will end up seven official meetings and five meetings of the board as a Development Committee of the whole. During that meeting I would propose that other committees not report with the possible

exception of Finance. I'm putting this as an idea in front of you. Before we even go into a motion, why don't we discuss the concept and let me hear from you. Marge.

MS. FUHRMANN:

Okay, I just want to bring up a logistics issue. In our bylaws and per the Legislature, Trustees have to be here a certain percentage of the time to remain Trustees.

MR. OLIVIERI:

That's only for meetings that are actually held.

MS. FUHRMANN:

Excuse me, please. Reducing it to seven a year, it's three in succession or more than half. We once tried to reduce it to six a year that were going to be official meetings, and it became a problem in that people were having trouble meeting that requirement. If we go down to seven a year, will we have that same problem again if we call the others true committee meetings?

DR. GITTELMAN:

The bylaws actually call for a meeting every other month.

MS. FUHRMANN:

I know that.

DR. GITTELMAN:

Which is six meetings a year.

MS. FUHRMANN:

I know that.

DR. GITTELMAN:

The County Code, not the bylaws, state that if a Trustee misses four meetings in a row, they surrender their trusteeship.

MS. FUHRMANN:

I thought it was less than four. It doesn't matter.

MR. MALLAMO:

It's my understanding they must attend 75 percent of the meetings.

DR. GITTELMAN:

No. I think there are two requirements. I think it was four meetings in a row and you must attend 75 percent of the meetings during your term.

MS. LEBOW:

Each year.

DR. GITTELMAN:

No, it's for the four year –

MS. LEBOW:

For the entire term.

DR. GITTELMAN:

Yes.

MS. FUHRMANN:

I think it's three in a row.

DR. GITTELMAN:

I think it's three in a row.

MS. FUHRMANN:

But that's beside the point. That's semantics –

DR. GITTELMAN:

I'm not going to argue the point. It could be three or four. So what I'm saying is that first of all, we do not have that. We have a few Trustees who don't attend that often. I will admit that. If you look around the room, there are 13 here tonight. We are at full 15 trustees. There are two absent. I'm going to say that the County requirements will still have to be met on the basis this year of seven meetings. Next year we may go back to 12. But what I would like to do is focus –

MS. FUHRMANN:

I just wanted to bring that up.

DR. GITTELMAN:

I appreciate that, Marge. I want to focus on the development responsibilities

of this board on alternating meetings.

DR. ROGERS:

I would like to say something here.

MS. FUHRMANN:

Can I just – I have no problem with what you want to do. I strongly support it. I just wanted to make sure that all the Trustees were aware of those requirements of the County.

DR. GITTELMAN:

Thank you.

DR. ROGERS:

The purpose, I believe, of making this change is to make everybody on the board aware of the need for development. We would like to see all the board members participate in this. Making every other month a meeting for the Development Committee does not relieve the responsibility of the board members from attending that meeting. The purpose of having that meeting and delegating that for the Development Meeting is to see what we can do here to improve the fundraising ability of this board. In essence, this is where the strength of this museum lies. I don't know how you can delegate this or express this, but even though you may have a Development Committee meeting every other month, it still should meet all the requirements of a board meeting.

DR. GITTELMAN:

What I am asking for is that the members of the board agree to attend those Development Committee of the Whole meetings as if it was a statutorily required meeting. Marge raises the point that there is a code issue. What I'm saying is let's make believe that they all count as legally required meetings. Let's all show up. You all do. We have 13 out of 15. This is typical. If you go back over our attendance over the past ten meetings, that's what you're going to see. We usually have 90 percent attendance. So, yes, there are some Trustees that might run into attendance problems. I will say that one of the responsibilities of a Trustee is to uphold their duties in the code. They have to make 75 percent. They can't miss three or four meetings in a row, whatever it is.

MR. D'ORAZIO:

That's 75 percent over the full term?

DR. GITTELMAN:

Four years, yes.

MS. LEBOW:

May I ask that we go over the dates that we will be meeting?

DR. GITTELMAN:

They will be the same dates that we have scheduled, which is the third Wednesday of every month. The time will be seven o'clock.

MR. DELUISE:

And I would suggest that these Development Committee meetings are open meetings. For instance, if somebody from the Legislature wants to join us or if there are people who are members of the museum or people from the community that want to help us – development is a big job. I really think that the more people who want to buy into it -- there is no intention, I don't think, to keep this as a closed meeting. It should be open for everybody who really wants to help this museum survive and to prosper, unless somebody disagrees with that.

DR. GITTELMAN:

Let's return to fundamentals for one second. We have a long-range plan and a short-term plan. The long-range plan is to open the waterfront. That's been the dream – or at least my dream, shared with many others, for a long time. The County has appropriated monies to do sections of the waterfront. We are about to launch on the project, but it's not constructed. We have to be a healthy institution for the next two or three years before that waterfront starts to open. That's the challenge put before this board. What I am saying is that as a group we have to take on the challenge, bridge the – what are we talking about? We were saying that we have an accumulated deficit of probably \$200,000 to \$250,000 over a three or four year span. It's accumulated to this point. Would you say that's roughly correct?

MR. DELUISE:

Yes, \$250,000 to \$300,000.

DR. GITTELMAN:

We have to start to buy back on that and keep the institution healthy to the

tune of \$100,000 to \$150,000 worth of fundraising a year. If we can raise money through operations, be it educational programs, which is a part of development, or be it through programming, like in the laser shows, or events that the board puts on, or a car show, that's what we do. That's where the \$250,000 to \$300,000 has to come from. We have to focus on bridging the gap until that waterfront is built. I don't want someone to build a waterfront for an institution that won't be there to open it. It's not an insurmountable problem, but we have to overcome it. And I want our entire focus on it. Carl.

MR. LUECKE:

I think that any action that we take to drive revenues up is urgent. It's very urgent. I highly support the idea, and I think each one of the revenue sections we should talk about, especially where we were going up and up in terms of special events. In terms of revenue, we have to keep that going. Site use, if any of us can help or encourage someone to use the site, there is quite a bit of revenue driven from an event that we can have someone hold here. If we can think of a way to drive up membership, we should do that, but I think it's urgent that we do something to drive the revenue.

DR. GITTELMAN:

One of the things that we have lacked is the institutional focus on the problem. One of the things we're doing is starting to break out the segments of the problem. What I want to do is get the focus part agreed upon now and then move right into the segment part. What are the pieces of development and how are we approaching it? How are we approaching it? Who wants to take on individual pieces, but before I move to the segment part, which is what Carl is starting to do, what I'm asking for is, do you buy into the concept? Is there anybody who has any questions about it? David.

MR. D'ORAZIO:

I buy into the premise. I do have a concern that you may or may not agree with. I think that having an equal amount of Development Committee meetings, although development is probably the most important part of this job right now, we need to have a fundamental meeting in January. We have to have a meeting in December or the end of November of the full board just to either begin new business or end old business at the end of the year.

Many times issues come up where we sent things back and have to approve

them at the next meeting. If we have a meeting every two months, some of these things may either become overdue or we're going to have a special meeting.

DR. GITTELMAN:

Well, the Executive Committee is empowered by the bylaws to approve actions, subject to the review and final approval by the board. Let's take a scenario that during a time when an item comes up in between these meetings every other month, it comes right in the middle, a meeting of the Executive Committee can be called. The issue can be discussed. A vote can be taken, action can be had, and then the board can ratify it. I want this board to provide the leadership on closing this gap because, number one, it's a very closable gap. It's not insurmountable.

Number two, we have been all over the place. What happens is, well-intentioned people take a piece and then the focus on it gets lost. Where if we're all focused on the same thing, and our agenda does not read public relations and all the other things, our agenda reads all the things that Carl was starting to list like site use, food service, etc. That's the way the agenda for the meeting should read. We will finally address these problems. It has been 20 years since Carl has been on the board and 17 years that I have been on the board that we've been talking about food service. I know a number of you consider that important. Well, now this is the year we're going to tackle it. We're either going to tackle it or agree that we're not going to tackle it, but we're going to discuss it and finalize our discussions. Yes, Carl.

MR. LUECKE:

Just another point. I don't think we can have closed meetings by law. I don't know if there was ever any intention to close them but –

MR. DELUISE:

No, I just wanted to make that clear. I also think that any of the staff who would be working with us in these areas if they could be available. I know you have a limited staff but it would be really great for the people who actually do it be party to this. We have to get working on this. They're more important than we are.

DR. GITTELMAN:

Do I need a motion to support this, or as President can I just say this is what

I would like to do?

MR. LUECKE:

I think you can do it.

DR. GITTELMAN:

Okay, this is what I'd like to do. I haven't heard anybody say, "Don't do it." I'm looking around.

MR. OLIVIERI:

On a Developmental Committee, don't we want to have it meet every month, though?

DR. GITTELMAN:

We can have the Development Committee meet every month. We should have continuity through the regular board meetings. You are exactly correct, but the problem has always been that then – the problem is that the Development Committee calls a meeting. That meeting is at whatever time and three people show up. I'm not criticizing. I'm just telling you the facts. Three people or four people show up, and it gets lost in the process. Irrespective of who the players are, that's what happens. I'm saying, we're setting aside five meetings where everybody is hopefully going to be here, 15 of us. We're going to discuss this problem. Then in between we're going to take the agenda items and say, "Okay, how are we going to deal with this?"

In other words, Carl started to list a few. How are we dealing with the laser shows? We can make the list tonight. Then what I would say is we'll set up an action plan for in between the meetings and maybe Howard agrees to do that, and, Dan, you agree to do this. By the time we get back at the next meeting, which is only a month later, you're reporting on your progress on doing that and this. Then at the next meeting we will revisit, where are we on that and this, and is this the right way to go. We're only going in two month bites where somebody is running for two months, we come back, we meet as a whole and we do it.

DR. ROGERS:

And in between that, subcommittees can be functioning and developing something else.

DR. GITTELMAN:

Right. For example, if we're having an event, there is going to have to be someone who says, "I'm going to chair the event," and there has got to be a lot of people who say, "I'm going to help with that event." That event goes out. We're going to meet, they do meet, and they come back 30 days later, not 60 but 30 days later and give a report. Thirty days after that, we revisit the whole structure and say, "Look, is it working, guys? Are you making the progress? Do you need different resources? Let's talk about it." We have to have a structure that revisits each of these challenges every 60 days. We can't say, "The event is October 31st. I'll see you there that night," because that's what happens. Then it's like, "Well, I thought you were --" and "I hope you would --" It's all of our responsibility every 60 days. We bridge the gaps for 60 days only. It's just an idea.

DR. ROGERS:

You want us to become part of the Development Committee. We have to come up with ideas in order to promote this and see that we can raise funds.

DR. GITTELMAN:

We're also going to have to figure out how to keep score. Okay? We're going to have to say, "This is the reasonable objective. How close are we getting to it on each of the items that we're talking about?" We're going to have to keep score.

MS. LEBOW:

You mean a progress report.

DR. GITTELMAN:

Right, but I call it keeping score because you don't know if you've won the game if you don't know how to keep score.

MS. LEBOW:

Well, you first have to have a method of scoring.

DR. GITTELMAN:

Okay, I haven't gotten anybody saying or throwing anything at me, so I'm assuming this is what we're going to do. Now what I would like to do, and we're still in the Development Committee discussion, so now I want to start breaking out the things that Carl was starting to list, the areas that we think we should be addressing. Yes, Carl.

MR. LUECKE:

Along with that, I have been involved with development for quite a few years, and one of the frustrating situations is that we don't have a list of people who have contributed each year that we can pull up and say, "So and so has given money this year, this year, and this year," to my knowledge.

DR. GITTELMAN:

One of the action items, without going into depth at the moment, what I want to do here is create the list.

MR. LUECKE:

Yes, and if I could just finish on that thought. That should be somehow in with the list of membership, so that we make sure we get people to renew membership. We have often been embarrassed by finding out that we on the board didn't renew our membership because we didn't know it had expired, which could be the case now. I don't know.

DR. GITTELMAN:

So there is the prospect list.

MS. FUHRMANN:

Call it the donor list.

DR. GITTELMAN:

We can call it a donor list. We could have a membership list.

MR. LUECKE:

I think it should be one list.

DR. GITTELMAN:

But you treat them differently.

MS. LEBOW:

There are many donors who are not members.

MR. LUECKE:

Well, that's okay. You just have a list of people. You can run it. I only want to run the members or I only want to run the people who have donated. But once you start having three or four lists, I think it becomes very cumbersome.

DR. GITTELMAN:

However, what I would like to do instead of – see, this is the board. Now what I would like to do is I just want to make a list of the subdivisions. So there are lists. In other words, there is our data base, let's call it. There is the data base problem. We have a consistent data base problem. We have never managed – I mean, I have gone through the list. I think last year I called all 2000 names and brought some of them up-to-date, that kind of thing. Maybe it was the year before last. We do not have good control of our data base. Data base is certainly one of the challenges that we have to do. Then I think associated with that is membership.

MR. LUECKE:

Yes.

DR. GITTELMAN:

What I'm trying to do now, and I don't want to put meat on the bones. I just want to get the skeleton set up. So we have membership. You mentioned events.

MR. LUECKE:

Yes, but I wasn't thinking of special events. I was thinking of the site usage.

DR. GITTELMAN:

Okay, so let's make it separate things, special events and site usage, separately.

MR. LUECKE:

I believe they are two separate items.

MR. MALLAMO:

They are, and they both need attention.

DR. GITTELMAN:

And then there is site usage.

MR. DELUISE:

Steve, if you look in our financial statements, the other thing is the bookstore.

DR. GITTELMAN:

Bookstore.

MS. FUHRMANN:

Gift shop.

DR. GITTELMAN:

We can call that the gift shop. Come on. Keep feeding me stuff.

MR. KLEINBERG:

This might be a sub-category to your first list, but you have to keep track of corporations from whom you have solicited donations, responsiveness, and keep cycling back to them.

The other thing is on the financial statement on the bottom, there is a little line that just caught my attention, donation receivables, \$796,000. I don't know what that means. To me it means that somebody has pledged but not delivered. If that's what it means, that is certainly an item for follow-up.

DR. GITTELMAN:

Well, it is a pledge that hasn't ripened.

MR. KLEINBERG:

Ripened that they haven't paid?

MR. MALLAMO:

No, in that it's a multi-year –

DR. GITTELMAN:

It's a multi-year donation.

MR. KLEINBERG:

So it's good.

MR. MALLAMO:

Yes.

MS. LEBOW:

It's a good point.

DR. GITTELMAN:

It's a good point. I only wish that it was something we could pursue for immediate payment, but unfortunately we can't.

MS. LEBOW:

When you talked about hiring a fundraiser, much of this would have been done by a professional fundraiser, but we don't have the money for the salary for that person. The reality is that we have to, all of us together, be that person.

DR. GITTELMAN:

The reality has been that for years we have said we need a fundraiser. We just became it.

MR. KLEINBERG:

I think there might be organizations that do fundraising on some sort of contingency basis, as well.

MS. FUHRMANN:

There are.

MR. KLENBERG:

Well, then why don't we make one of our lists investigating who can help us. Just call it, help.

MR. OLIVIERI:

I think what Howard was talking about initially was corporate sponsorships. Is that what you were referring to?

DR. GITTELMAN:

That would be one of the lists, or that would be a separate column.

MR. KLEINBERG:

Corporate donations, sponsorships, whatever you want to call it.

MR. PARR:

Steve, I think we should generate a prospect list, also.

DR. GITTELMAN:

Absolutely. So prospects and corporate.

MR. DELUISE:

With some of these things, if you put down capital campaign and an annual campaign, a lot of those other things when you put it in will fit under that category, too. But we have no plan for a capital campaign, which I think we need to do. I think we need to establish an annual fund which we could use the prospects, the donors, and the corporations to become part of our plan.

DR. GITTELMAN:

I think that we need a plan for major gifts.

MR. DELUISE:

Right, we can call it capital campaign or major gift campaign.

DR. GITTELMAN:

I think we have to come up with conceptually how do we approach for major gifts? I'm available to go out and meet with, discuss with, sit at lunch, whatever, any prospect that anybody brings along, but prospects don't get brought along. So the thing is that we have to start bringing in prospects. Keep feeding me.

DR. PECORALE:

This is the first time that I can recall us getting this museum revenue list with this kind of detail. One of the things that has always intrigued me in terms of school districts is using the data. I look at this list and I see that we must be missing the boat someplace because there are a handful of things that seem to be our big draws. Take for example on the first page, the Egyptian mummy, \$56,000. That's a third of the money. A third of the money came in through the mummy. That would suggest to me that we should be having on a very regular basis almost every single month some sort of something dealing with the Egyptian mummy and doing something. These are the kids. These kids will bring their parents back here because they were intrigued with the mummy. Their parents now should be our draw. Maybe once a month we should have an adult presentation with an Egyptian mummy night. That's only one of them.

DR. GITTELMAN:

Might I suggest, because certainly I agree with you, but one of the things that we have to look at is that we have to look at our education and exhibits

and our programming as profit centers. Yes, we are an educational institution, and yes, we have to provide broad educational opportunities, but yes, we have to pick the places that will make money.

DR. PECORALE:

And this might be a good or a bad a time for me because I have been thinking about this for quite some time. One of the things that I think we need to have is I think we need to have a committee. I came up with the Suffolk County Vanderbilt Educational Conference Board. Maybe they would meet four times a year where we would actually go out and solicit a NYSUT member to be on that board, somebody from the colleges, somebody from SCOPE, maybe even a high school student or two. I think that we missed the boat with Dolan's wife. She's a teacher. I would like to invite Channel 12 and would like to get, if possible, Mr. Dolan's wife or the Principal's Association because they are the people I think that need to be our feeder groups into the educational groups. We go to the school districts, but I don't think that we go beyond just trying to get those school districts to come. This year, because of the problems that school districts are having with money, I think that it's going to get worse because now they're talking about having a one-budget deal.

I think that we need to start to reach out to educational groups beyond just the schools. I think we need to bring the Science Teachers Association in to meet here. I think we have to bring in all of the educational groups that there are in the County to this place. I think we have to have meetings here. Frankly, I'm going to go back to what I said before. I think we have to develop a staff development teacher center here because there is big money in staff development. It's required by law. I'm telling you. I don't think we can do it ourselves. I think we need to do it through NYSUT, the teacher's union. I think we have to do it through the Principal's Association. I think we have to do it through SCOPE, and I think we have to do it in connection with some of our colleges.

DR. GITTELMAN:

Well, Tony, I couldn't agree with you more. I can't think of anybody better than you to pursue that.

DR. PECORALE:

I knew I should have kept my mouth shut. I said what I believe. I think that's a direction we should go in. I look at these sheets, and I say that

there are things in here that shock me. I look in here at the dinosaur exhibit. Dinosaur exhibits are drawing very, very small amounts of money. Discovering Dinosaurs, \$1,600 in a \$160,000 program. I look over Dinosaur Discovery, only \$741. Somewhere along the line we're missing the boat. Kids love dinosaurs. I take my grandson – dinosaurs, he can't get enough of them. What are we missing? Where are we not doing what we should be doing?

DR. GITTELMAN:

Well, then we have to review our programming and our resources and bring it together. There is our internal programming, and then there is reaching out to the educational community. I would subdivide what you said into two sections. How can we generate programs in here that are revenue positive to the institution? The dinosaur exhibit is a resource. There are a lot of reasons why we haven't used it properly. We're not pointing blame. It's not a question of that. This is a new year, and we're moving forward and trying to make the best of what we've got. I should take some of the blame for the dinosaur exhibit not working because I know a lot about dinosaurs. I should probably have spent time with the education team to make the best of it and help make the best of it. I haven't. Tony, you're a leader in the Education Committee.

MR. MACCHIONE:

I think one thing with the dinosaurs is that for lack of having an insulated building, in the summer time, it's too hot because you're spending an astronomical amount to try to air condition it and in the winter time you're losing heat, so you're actually cutting down the availability of the building to the public.

DR. GITTELMAN:

If that is the problem – I don't think it's a lack of educator willingness to do it. I don't think it's a lack of acumen. I just think it's uninsulated. I think that that's –

MR. MACCHIONE:

It reduces the amount of time that people can go in there.

DR. GITTELMAN:

It's amazing how many things have bitten us on that building. When we started, between the oil tank being in the wrong place and the thing looking like it was sliding down the hill, and let's be honest, we never intended it to be in service for six or seven years. It was a temporary structure. We were supposed to be moving down to the waterfront and using that. Now we have got to retool. We have to make new decisions and go forward. If we could get the thing insulated, yes, we would have somewhere to go. We originally thought we could draw the heat and the cooling off of this building. Well, we couldn't. People come up with opinions and we make mistakes, but we've got to just do better with it. If we could get the thing insulated, it would make a big difference.

DR. ROGERS:

I would like to approach this from a different point of view. We talk about what has happened and what hasn't happened and why they don't happen. You have an item here, which says, donations. I believe I know what that is.

DR. GITTELMAN:

It's not intended as an insult or anything.

DR. ROGERS:

It's not the question of an insult. I want to make a point to this. A donation was made for a specific purpose. That purpose has not yet been achieved for many reasons. However, the inference here is that this is a donation which can be used by the museum for operating expenses, and that's not true. Not only that, but the fact remains that part of that donation has been used for operating expenses and has not been put back into the fund. The reason I make this point is that if you have a fund established for a specific purpose and it's a worthwhile purpose, you should attempt to get additional donations and get other people to contribute to this fund and have it grow, so when the time comes that you need this money, it's going to be there, possibly more money than you have allocated to this point. This applies to any project that you undertake over here. You haven't undertaken a project where if you get a reasonable donation that you have a committee set up, you have a group set up that continues to attempt to develop this. I think the board should recognize this that you don't have any money here to operate with. That is set up for a fund for a reason.

Yes, the reason that it hasn't been utilized yet maybe is because the seaplane hangar hasn't been finished. You have to focus differently on this. You get a

donation. You get people to make contributions. You have to continue to work at it. Many fundraising groups continue to do this. I must get 25 to 30 solicitations a day from every organization in the country. Take the Republican National Committee, you make the mistake of making one donation to them with \$5 – any political committee, but I continually get requests for more donations. It's the same thing that has to happen here. You have a fund set up for a specific purpose. We have to have a group of people or a staff which goes after the people that they know will make further donations and continue to get other people into the group. That's what I think the purpose of this Development Committee is and how to get this group together and to get other people to participate in it.

DR. GITTELMAN:

Definitely, we need to build friends and to go beyond the board. I agree with you.

DR. ROGERS:

That's where the problem lies.

DR. GITTELMAN:

I just want you to know that the fact that it's listed here, which I have to admit, I don't think I've seen it listed like this before –

DR. ROGERS:

No, I think it's the first time it's been listed.

MR. MALLAMO:

No, it was on all last year. The board asked that it be put on this way. Actually, Bill brings up a good point. Every one of these items is restricted. The grant is restricted and the in-kind donation, that one was the Yellow Book, which I'm pleased to report has renewed so we will have that again this year. That happened two weeks ago. We can put it in a different format if you like.

DR. GITTELMAN:

No, it's fine. I think that our problem in properly utilizing the large contribution is that we have had difficulty in getting the County to move along on the seaplane hangar.

DR. ROGERS:

No, but you have schools and groups of children coming here interested in the dinosaurs. You could have a list of these names. You should be able to go out to these people, these families, and to the organizations that send the children here and ask for further funds to help propagate this and help continue it. That's a source, people that are interested in this particular thing should make contributions to it. This is where I think your strength lies but it hasn't been followed-up. You have the building here. You have some of the exhibits here. People do come. Maybe the amount of money that they pay for the entrance fee is not sufficient to support it. Maybe we can go back to these people and say, "We need a donation. We need this for this purpose." That's a logical place to go, to the people who are interested in dinosaurs.

DR. GITTELMAN:

We certainly can go more with the dinosaurs. There is no question about that. As people come in, we should be gleaning information from them so that we can develop – even if it's something web based or something like that. I have mentioned this before. We have all mentioned this before. We should be building the list. This goes back to the lists and how to use the lists and how to cultivate them and make them work for us. I saw a hand. Marge, was it you?

MS. FUHRMANN:

Yes, but I have decided not to say anything.

DR. GITTELMAN:

Okay, we have brainstormed for quite a while. Now I think we have to come up with a reasonable action plan. There have been a number of suggestions as to areas that we should look into. One of them is where our resources are in terms of our education programming. In other words, where can we expand or refocus to generate more money? In other words, instead of looking at the next Education and Exhibits Committee meeting, instead of focusing on the program report, which we would be glad to hear, don't get me wrong, but can you come back with a report as to areas to focus on to generate using our power as an educational business to generate money from our educational programs? Is that a worthwhile approach and would you be willing to do it?

MS. OLDRIN-MONES:

It's certainly worthwhile. We do it every time we have a meeting.

MS. FUHRMANN:

Yes, we do.

MS. OLDRIN-MONES:

We are actively working toward program development. For instance, the very trail that you promised some equipment for.

DR. GITTELMAN:

Right.

MS. OLDRIN-MONES:

If that's what you mean –

DR. GITTELMAN:

I think I would approach it in a different way. In other words, when you run a business, if you invest this, you expect that in return.

MS. OLDRIN-MONES:

Are you talking about eliminating programs?

DR. GITTELMAN:

I'm saying that there may be programs which are less efficient and that if we redirected the resources, we could use those facilities to generate more revenue without harming the overall scope of our programming, but that I would like to look at our educational program – at least look without making changes as to how we would refocus it and make it into a more profitable part of the business. I hate to put it that way, but it's a change in psychology. Instead of the art of education, I'm looking at it, how do we generate revenue from it?

MS. FUHRMANN:

Okay, but as Gretchen did mention, in our meetings we have been looking at other areas. We have been trying to expand it to nursery schools, which as Tony pointed out from his grandson, is really where dinosaur enthusiasm lives, which is in younger children. It's not really in school age children. It's in nursery school children and pre-nursery school children.

DR. GITTELMAN:

So for the next meeting, come back with your best shot.

MR. LUECKE:

Tony's grandson is 30.

DR. GITTELMAN:

Marge, what I'm suggesting is to come back with your best first and second shot. Let's hear what we're going to focus on. What do you think you're going to do? What do you need the least resources to get the biggest bang for the buck? What facilities are least under-utilized, so that we can focus on one thing and get something done.

MR. OLIVIERI:

Steve, so I can understand what you're basically saying. On this area, I can see here the Egyptian mummy makes the most money. Maybe putting more time in there and taking away something else –

DR. GITTELMAN:

But that may be saturated.

MR. OLIVIERI:

Or maybe taking away some of the other things that earn less money.

DR. GITTELMAN:

That's right. How do you optimize it? We've got to bring this institution to break even. We're not that far from doing it. I'm turning to Education and saying, "What do you need to invest in order to get a return? What's your best shot?"

MR. OLIVIERI:

They always had great reports, and a lot of stuff that they did bring out was that they always had the problems with space. They mention it, and then it got glossed over. Maybe they have to work with the Buildings and Grounds Committee a bit and try to coordinate that, too.

MS. OLDRIN-MONES:

We do have more space now.

MR. OLIVIERI:

When you talk about these things, maybe a phone call over to Bill saying,

“This is what our ideas are.”

DR. GITTELMAN:

You don't have to do it in a vacuum.

MS. FUHRMANN:

But we also looked for space that doesn't include a building. We're looking at courses on geology of the area, on weather. These are things that don't need buildings. They're outdoors.

DR. GITTELMAN:

I don't care if we coordinate with Cornell Cooperative Extension, whatever it takes. What do you need? What's your best shot? So we had Education. Corporate –

MR. D'ORAZIO:

That's something I wanted to touch upon. If you're going to make a valid approach or push to get corporate sponsorship, you have to have a corporate packet. You have to have a sponsorship packet that every corporation is offered the same thing. You can't have somebody calling because even the one slight change in verbiage and one corporation finds out about it, “Well, why did you give them this and not that?” Each corporate package that is sent out to a corporation that may or may not be interested we'll offer so many tickets to our annual gala. We'll offer a sponsorship logo on the website.

DR. GITTELMAN:

I agree that there is probably a lot of detail that goes under the umbrella of corporate, but I need somebody who is going to start to flesh out those details and come back to us with an action plan that we can all discuss at the next meeting.

MR. D'ORAZIO:

I'll work on a corporate packet. That's something I'm well versed in. I can put something together.

DR. GITTELMAN:

Good. So you're saying a corporate packet. Howard, I think you once mentioned to me that you were interested in corporate development.

MR. KLEINBERG:

Right, I will look into the optimal way to approach soliciting corporations for straight out donations.

DR. GITTELMAN:

It probably appears to Ron, and I apologize, that we are reinventing ourselves, but we are. What we're basically doing is saying that whatever we have done in the past has fallen about \$100,000 a year short. This year we're going to change our approach and make a greater emphasis on it. To a small extent, we're reinventing our emphasis. We always had these discussions about these individual things.

MR. OLIVIERI:

It's not just a package. It's not corporate donations. We have some stuff here, and I just want to use an example, like we have a lego exhibit sitting over here in the planetarium that I know if we approached the aerospace community of this island to get that upgraded with some money thrown in there, that's a very logical way to go. I know I was speaking with one of the corporations I mentioned before about them coming in and redoing or creating an exhibit, which would be on a permanent level for them with some funding. So it's got to be more than just, let's just sit down with some packages and get some money and everything else.

DR. GITTELMAN:

I'm not suggesting that the folks that discuss corporate are limited to anything said tonight. If they're limited to other expertise they can bring in, maybe what we should be talking about is that at every one of these meetings, we have a guest speaker who comes in to give us their expertise in terms of different types of fundraising. Plan it, figure it out, and come back next meeting ready to do business. Okay? That's corporate. Site usage, that's the favorite complaint of a lot of people, but I think that site usage, we have to know what the problems are, etc., what the potential is, who should we approach, and what the long-range plan is. Who wants to take on the issue of site usage? That will require cooperation with Lance, but who wants to do it?

DR. PECORALE:

Let me add something there. It's dealing with the lady who is in charge of site usage.

DR. GITTELMAN:

Absolutely, so that's staff involvement.

DR. PECORALE:

And that is an issue.

DR. GITTELMAN:

Well, then let's flesh out the issue between now and then and 30 days from now, let's have our focus on the most important issues for site usage. But who wants to do that focus?

MR. LUECKE:

I'll do it, but let me ask a question. I'm saying I'm going to do it, but I'm not sure I can be here for the next two meetings. I could verbally tell you about it. If I could work with another board member, it would be good in case I have to miss the next two meetings.

MR. DELUISE:

I'll work with you on that.

DR. GITTELMAN:

I would hope everybody will be involved. Special events, this is a big one. We have to determine what the special events this year will be. Who will work on special events?

MS. LEBOW:

Everything or each event?

DR. GITTELMAN:

No, I just want to have some kind of start for 30 days from now some plan as to what you think we ought to do. That doesn't mean that a month later, you're the one doing it.

MS. LEBOW:

Don't we have a date for the Vanderbilt Gala, August 5?

MR. OLIVIERI:

We're talking about stuff going forward.

DR. GITTELMAN:

Let me put it this way, we may have a date for the Vanderbilt Gala, but who's

the chairman?

MS. LEBOW:

Look at their reaction. Nobody even knew we had a date.

DR. GITTELMAN:

No, I'm saying –

MR. D'ORAZIO:

My understanding is that somebody has been hired for it already.

MR. OLIVIERI:

No.

MR. D'ORAZIO:

I don't know where you go from there.

DR. GITTELMAN:

We have to figure out where we're going from there.

MR. D'ORAZIO:

Well, how do you express this?

DR. ROGERS:

I think you want somebody to lay out the events that can possibly take place, make your list of them, and then offer them to the board for each individual – what event they would like to handle and help develop it.

DR. GITTELMAN:

We have one key event, the Vanderbilt Gala. We do it every year. Leadership for that event changes every year because that's the way it's been. There were a couple of years where we had one person generally in charge, but the event changes every year. This is the second meeting. We picked officers in January. Now this is the meeting where somebody stands up and says, "I want to take on the gala," or "I'm willing on an interim 30 day basis to take on the gala, but by next month, we have to have somebody who is going to work it and then we're all going to work it as a group." How are we going to handle the gala this year? We just can't handle the gala and have it come down to a \$30,000 profit. We need to have a higher target than \$30,000 or \$40,000.

DR. PECORALE:

Have we picked the date already?

MR. MALLAMO:

We did pick a date, I think in November.

MS. LEBOW:

Why do I have August 5?

DR. GITTELMAN:

We picked it in November and it is August 5.

MR. MALLAMO:

We did do it at a board meeting.

DR. GITTELMAN:

Don't get it backwards. We're not doing it in November. Okay, now, who is willing to work on the gala?

DR. PECORALE:

The problem in the past has been that we keep on changing the date.

DR. GITTELMAN:

Well, that's not going to be a problem this year. This year we have to start out with who is going to start the ball rolling?

MS. FUHRMANN:

Do you want me to call that fellow and have him come down to talk to us about what he was thinking and what he was willing to propose to do for our gala?

DR. GITTELMAN:

I'd rather have you meet with that person.

MS. FUHRMANN:

I already did.

DR. GITTELMAN:

You met with him? Catch us all up.

MS. FUHRMANN:

He's the wholesale distributor for – off the top of my head, I don't remember which companies he represents on Long Island, some wines and liquor companies, as well as a food distributorship. He wanted to come in here and run an event for us of food, wine and liquor, sort of like the rotary thing but not just wine and cheese and things but actual food. There would be single malt scotches involved and things like that as well.

DR. GITTELMAN:

I want to get this event –

MS. FUHRMANN:

It was a very cursory meeting. We just sort of talked about it.

MR. MALLAMO:

There is no reason why we only have to have one event. We can have several.

DR. GITTELMAN:

We can have more than one event, but I want to have a plan for the events. This is February. The event is in August. We're late.

DR. ROGERS:

Do you have anybody chairing that?

DR. GITTELMAN:

I'm looking.

DR. ROGERS:

What Marge says is that we have somebody who may participate in it.

DR. GITTELMAN:

Marge and somebody might come in and plan and do a lot of things, but the event will be an effort of all of us when it happens. It's always hard to get somebody to stand up for this.

MR. D'ORAZIO:

When you're putting your name on an event, it becomes your baby. I have been involved in this. It becomes your baby. If you don't have 100 percent support and it's a flop, then it's your flop.

DR. GITTELMAN:

That's right, but you know what? We all have to take ownership in this event this year because we can't throw it on one trustee and say that it's their baby. What we have to do is make it a success together. We can't let it slip by.

MS. LEBOW:

All you're asking is for someone to come up with plans, someone who will be available to be able to do this between now and next month, right?

DR. GITTELMAN:

Yes, I'm looking for a short-term commitment.

DR. ROGERS:

You need a coordinator.

DR. GITTELMAN:

I need someone to start the ball rolling. Will Susan and Marge do it?

MS. LEBOW:

I can't because I have a big trial, and I can't prepare for that and do this. I know what my commitment is for the next month, and I know I can't do it. That's why I've been silent.

DR. GITTELMAN:

Bill, will you work with Marge?

MR. MACCHIONE:

It's really out of my expertise.

MS. FUHRMANN:

I surely don't know about drinking. I don't drink at all.

DR. GITTELMAN:

Well, I'm not suggesting that it would have to be a drinking event.

MR. D'ORAZIO:

I will work on this.

MR. OLIVIERI:

I will do it, too.

MR. D'ORAZIO:

It's different types of events.

MR. OLIVIERI:

We'll do it with Marge.

DR. GITTELMAN:

The three of you will do it together. And would you consider calling Maria Figalora and seeing if you can recruit her because she isn't here tonight, and who else are we missing?

MS. FUHRMANN:

Bert.

MR. MALLAMO:

Bert had a family illness tonight. I don't know the specifics.

DR. GITTELMAN:

If you miss a meeting, you get volunteered. That's on the record. I'm not skipping Ron because I don't want him to do anything. I just don't think it's fair to grab him on the first meeting.

MR. PARR:

I'm trying to get a grasp of what's going on here. I have some good ideas that I will share with everyone at the next meeting.

MS. LEBOW:

Have we discussed a theme for this August event or is that something that first has to be discussed?

MR. OLIVIERI:

I guess that's what the three of us will discuss.

DR. GITTELMAN:

You're welcome, if your trial gets postponed, to –

MS. LEBOW:

I'll see, but I can't make a commitment.

MS. FUHRMANN:

If circumstances allow, she's welcome to join us.

DR. GITTELMAN:

There are a couple of items that remain untouched. One of them is membership and the data base and the whole concept of data basing. I would like to look at the data base with Lance.

MR. MALLAMO:

I will tell you and fill you in on where we are. I don't want you to get the idea that we're all sitting around here at the museum not doing anything. We have been working on our data base for the past four weeks. As you know, our special event and membership coordinator was laid off in January. That left a void. Actually what it left was me to handle the membership until we could figure out things because there were a number of people that had joined that had not received their cards or membership materials. I've had a baptism by fire in learning membership.

What I have learned during that time is that there was a very cumbersome process for membership, that our membership base -- in looking through the list because we do have several thousand members, but for some reason, we have lists within lists. It's not consistent. There are many, many errors. There are many problems with the list that we're now discovering. We have had a group of people -- in fact, if you call the museum, you will start getting an answering machine because our receptionist sometimes is working on this list. We are cross referencing everything to weed out the errors and the corrections and verifying everything and keeping a record of our correspondence with members, which was not done before. In fact, she came to me today with a name, and I said, "That's member number 13945." That's how much I know membership right now. I have three different staff members working on one design in the program so that we can retrieve members by zip code, by member number, by interest level. We are developing the email data base. We have only been doing that for the past two years, but we're now in the process of getting that in a format. I would think within the next couple of weeks we will have a great list to work with.

DR. GITTELMAN:

I will talk to you about – since my company does data basing lists, I will help provide some technology. Yes, Carl.

MR. LUECKE:

It's good that we're working on lists and we have had lists, but every time we start a new list, the parameters change because we want a little bit different information. I would think that preliminary to actually input a list, if we put down what information we want, we want to know if the person or corporation is a member, what type of membership they had, did they go to our list, did they go to any of our events, and have they donated money? If that's one central data base, then you can just look at the individual members, or I just want to see the corporate members.

MR. MALLAMO:

Well, we did this with the gala last year. We have a membership list, and then we do have a donor list.

MR. LUECKE:

Which could be the same people.

MR. MALLAMO:

But they're really not because our membership list is several thousand. Our donor list is a few hundred.

MR. LUECKE:

But people could be on both lists.

MR. MALLAMO:

Yes, they could and most of them are. We do currently have a corporate sponsorship package. It's up on our website. If anyone wanted to see it, you can go on and look under sponsorships and it will tell you what you get, so it is consistent. As part of that package, depending on your contribution, you'll get a membership. Virtually any contribution over \$150 you get a membership of some type included within that. If anything, Carl, I think maybe we ask for too much information in the data base because the spreadsheet is two pages wide, and there's a lot of stuff in there that's nice to have but maybe we really don't need it but we really haven't come to that point of weeding that down yet.

Years ago we had a card catalog. Five years ago we went to a computer spreadsheet. But what we're finding is that people in the computer aren't necessarily in the card catalog and people in the card catalog aren't necessarily in the computer. So right now we're merging those two. We have gone through all the cards to verify who is a member and who hasn't renewed and weeded them out. Now we're finding where there are errors in member numbers and where people have not been entered into the computer and, therefore, really aren't in our official data base. So we're implementing that right now. As I said, even within that spreadsheet, for some reason the list breaks off and starts – it seems to be that in one part it's in alphabetical order, then it goes in member number order, and then it's just random. We're just trying to get it all listed, and then we'll merge everything together and get one master list.

MR. LUECKE:

If our membership list is thousands and the lowest membership is \$35, how come the membership is only twenty-nine thousand –

MR. MALLAMO:

Because as members didn't renew, they weren't weeded out.

MR. LUECKE:

So it's not a membership list. It's a list of people who may have been members.

MR. MALLAMO:

They may have been members, and some of them have them. Basically, the list we have I would say has 4,000 names, and we probably have 2,500 members right now.

I will also tell you that we have streamlined the process. If you come here on the weekend, it used to be you gave us your check, then we'd let you in, and a couple of weeks later we mailed your membership card. Now you pay, you get your card on the spot and get a letter within two days from me saying, "Welcome to the Museum." They have the membership card. They have their membership number, which is preprinted on the card, so there will not be any errors. Every Monday I get the list of people. I send them the letter. I sign it, it's gone, and I know who got it because we keep a whole record of the transaction. Right now to verify some members, I have to go back and literally look for their cancelled check in the file.

MR. LUECKE:

But even if we have 2,500 members, that would be about \$70,000 at the minimum amount in membership, which is only \$29,000 on here.

MR. MALLAMO:

I have to do the math on it, Carl. I may be overreacting because we have so many lists within the lists that it looks like a lot more. I can tell you that I have two drawers with cards this long. I'll tell you right today Joan showed me a stack of about 400 cards that aren't in the computer, and that's what she's handing to me right now.

DR. GITTELMAN:

Can we summarize this in the next meeting? Would that be okay? We will revisit this, and by the next meeting we'll have it together.

MR. LUECKE:

Okay. I'm very interested in this. If there is any way I can help you, I would be glad to.

MR. MALLAMO:

I will say that the staff is very focused on the same crisis issues we're focused on here. We have a team. We meet every Tuesday. We're designing new brochures, new posters, and new programs. You can see the show here on the monitor on different museum facilities and programs. We have new brochures coming out on weddings and birthday parties. We have designed new birthday party programs, both what we're already doing and within the dinosaur building. We finally got a food service that's acceptable to the County Health Department, our Subway concessionaire. They will be working with us here next week, so we'll have food service all week long for a ten-day period for the first time. We have nowhere to go but up. The thing I don't think we added to our list here tonight is the food service and catering and a very critical area, which is advertising.

MR. LUECKE:

Food service is part of special events, right?

MR. OLIVIERI:

No, that's site development.

MR. MALLAMO:

It's really a separate category. It kind of falls under the museum store, technically. It's retail.

MR. LUECKE:

It's hurting us in terms of revenue from site use, in that all the money that goes to –

MR. MALLAMO:

No, because we're probably talking two different things. We're talking a caterer and we're talking a food service, which is like a snack facility.

MR. LUECKE:

No, I'm talking catering.

MR. MALLAMO:

Yes, you're talking about a caterer for catered events, but one of the biggest complaints we get from people is when they come here, there is no place to eat. We sell them cookies, and that's it. Next week we'll be serving lunch for the first time. Marjorie and Gretchen really initiated that contact with them. We have a great system, and we'll be making money on every lunch that's served. That will be a new area.

The advertising is another area that we really have to focus on to get the best bang for our buck and maybe not spend money on it because other facilities are advertising. If we don't advertise, we're going to be left in the dust.

DR. GITTELMAN:

Speaking of Public Relations, Todd Shapiro is here. We might as well hear his report. Thank you for joining us.

MR. SHAPIRO:

The last time I was at the board meeting – I think I missed a board meeting or so – one of the last things we worked with Lance on was helping orchestrate bringing the different Vanderbilt institutions to the museum from all over the country. I think it turned out to be a good success, where I think we were able to exchange information and through the gathering of the different museums there was a great synergy to exchange programs and plan to do some great things in the future. That was one of the last things we talked about. We actually did it and came together. It took months to put

together. I think it worked out well, right, Lance?

MR. MALLAMO:

Yes.

MR. SHAPIRO:

That was one thing. I wanted to talk about four other projects that we would like to work on going forward and such. One project would be for the spring. We've been talking about going for a dive of the Alva I. They do diving and expeditions up in the New England area where the Alva I was sunk. We've been in contact with some wrecking crews that go out there. We could do a scuba dive where you can actually go down and see the Alva I. It's not that far down in the water. I was organizing that type of trip and working with one of the board members to help put that together.

MS. LEBOW:

How much insurance liability do we need?

MR. SHAPIRO:

I don't know.

DR. ROGERS:

Where is it?

DR. GITTELMAN:

It's off the coast of Massachusetts.

MR. SHAPIRO:

It's a small town. It's by Cape Cod.

DR. ROGERS:

How many feet down?

DR. GITTELMAN:

It's about 30 or 40 feet.

DR. ROGERS:

Is that all?

DR. GITTELMAN:

From what I remember.

DR. PECORALE:

What are you going to do, take a movie of it?

MR. SHAPIRO:

No, we're going to take some board members and if people want to go down and take some pictures --

DR. GITTELMAN:

This could be a great group to promote a group going up there.

DR. PECORALE:

Are you going to videotape going down and actually seeing the Alva?

MR. SHAPIRO:

This is just to get permission to start the process. We haven't really gone through the whole project yet. This is just to get permission to explore this and then go into it a little further. It could be a great thing.

DR. ROGERS:

I have done some scuba diving. I don't know what other permission you need other than the board to approve what you're going to do, but 30 to 40 feet really is nothing. Do you know how far off the coast it is?

DR. GITTELMAN:

They do short day trips to it.

MR. SHAPIRO:

It could be great publicity.

DR. GITTELMAN:

The Alva I, for those of you who don't know, is not our Willy's boat. His mom's name was Alva. This is his father, William K. Vanderbilt, I, who had a boat, and it was quite the boat. I think it was something in the vicinity of 240 or 250 feet long. He and his wife were not getting along that well at that particular point, so when the Alva was struck in a deep fog by a cargo ship and everybody was removed and it sunk, he immediately called his boat builder to have another yacht built, which he didn't call the Alva. He called it the Valiant, and he painted it black. They soon got divorced, so it's just a piece of Vanderbilt history, but it's our Willy's dad. It was the fellow who

built the home down at Dowling College, Idle Hour. That's where he lived. That's his house. This could possibly be a good thing to partner with Dowling on.

MR. SHAPIRO:

Bill Blyer from Newsday, who is the reporter who covers a lot of historical stuff, is an avid diver. He would probably come down from Newsday and do a whole piece as well.

DR. GITTELMAN:

Maybe he'll take the camera down.

MR. SHAPIRO:

That's the first thing.

Number two is that negatives sometimes turn into positives. For the work that was done here recently, they are making the museum 100 percent accessible to the handicapped. It may not seem like a big media situation, but it is a tremendous media situation considering when it wasn't situated to serve the handicapped community 100 percent, it wound up on the front cover of Newsday. The situation could have been a potential crisis management situation, but it was defused and everyone was happy and the girl came here and it turned out to be okay. What we would like to do is bring the girl who had this situation two years ago to come here in the wheelchair to be the first person to actually go through the museum in a wheelchair showing that it is handicapped accessible now. It would be a real positive story.

DR. GITTELMAN:

I think the sensitivity is there in terms of addressing it to one individual.

MR. SHAPIRO:

It would be open to everyone. We could invite all different groups and invite all the different advocacy groups, including Bruce Blower, who is in charge of Handicapped Services with the County.

MR. MALLAMO:

She wouldn't be the first anyway, because we've been open and it's been in use.

MR. SHAPIRO:

We could still make a media event around it.

DR. GITTELMAN:

I think it would be good to display or get across to our colleagues in the Legislature what this particular capital project was for and what we accomplished with it because it's a winner.

MR. SHAPIRO:

No question about it.

DR. GITTELMAN:

Whatever we can do to promote it in a tasteful fashion, I'd like to do that.

MR. SHAPIRO:

We could work on a game plan. I just wanted to throw these ideas at the board. We can address them later on.

The other one is I think we talked about the Vanderbilt – in the city, which goes outside the demographics, in the city they're building the new Plaza Hotel, which is now going to have apartments in it. What does that mean to the Vanderbilt Museum? One of the original Vanderbilt mansions was across the street from the Plaza Hotel. The first resident that actually stayed at the Plaza Hotel was a Vanderbilt. It's going to be a centennial anniversary of that happening. So maybe doing something like contacting the new owners of the Plaza and doing some sort of an event in Manhattan and tying it in with the opening with the Vanderbilt family or with the Vanderbilt institution --

DR. GITTELMAN:

Alfred Gwynne Vanderbilt was the cousin of our Willy K. He was the fourth generation of Vanderbilt. He's on the other side of the family tree. If you think of our Willy K. I being our Willy K. II's dad, Willy K. I had a brother named Cornelius. I call him C, II, because he's Cornelius, II. Cornelius, III was C, II's son and Alfred was his son. William Henry, II, was his son, and Reginald was his son. He also had, I think, three daughters, one of which died at five years old and I apologize for forgetting the names of the other two ladies. However, Alfred Gwynne is the cousin of our Willy. What's interesting about it is that when Cornelius, III, didn't inherit the money on his side of the family, Alfred Gwynne did. Our Willy became the leader of the railroad for his side of the family and Alfred Gwynne was in the position to

become the leader on his side of the family but didn't. The folktale about Alfred Gwynne is that he bought a ticket on the Titanic and his baggage went down with the ship because he didn't make the ship. Unfortunately, he did make it for the Lusitania. He was the hero of the Lusitania. It's really a very beautiful story. Alfred Gwynne would be a very fine prospect to bring up and maybe to partner with the folks there.

MR. SHAPIRO:

The fourth idea we talked about is that in October, and I spoke to Lance about this, it's the 100th anniversary of the announcement of the Vanderbilt Parkway, which as you know was the first concrete highway in America. We could do a whole thing about 100 years of roads and stuff like that being it's the 100th anniversary, and being that the road went from Queens to Lake Ronkonkoma and stuff like that and was a first. We could do a whole thing around that 100 year anniversary of roads and construction and bring a lot of people in, similar to what we did with the 100th anniversary of the race. Maybe we could put a little hype in the community and put together some sort of committee that we could work on this with some people in the construction business out there or contractors. We could really promote 100 years of roads. Our roads have changed in the last 100 years from where they are today. Everyone drives on the roads. There is no way it wouldn't be covered or be featured.

DR. GITTELMAN:

There is talk of making sections of the old Motor Parkway into a greenbelt trail, so they're may be a group that will want to join in. But certainly Willy's involvement in building Motor Parkway, you all know, was one of his big contributions to the nation's future. Not only did he bring the motor car here, but he also put the first highway on the map. Those are good ideas. Does anybody object to pursuing them as areas of interest? Todd, do you have anything on Development?

MR. SHAPIRO:

We have been working as far as getting all the different things to the local papers and different things, like the exhibits, and about what's going on in the museum. They have been appearing quite a bit in the local papers and Newsday as well on different projects. We have been keeping them up in sending them stuff every day and working with different directors within the institutions and Lance as well.

DR. GITTELMAN:

Yes, Tony.

DR. PECORALE:

Any more about getting a citation for the Plymouth?

MR. SHAPIRO:

Yes, we started that project. I'm not trying to downplay it because I know we sat down and had a cup of coffee over a year ago on that. We started by working with Congressman Israel's office on that. We contacted the United States Naval Academy. We spent two months sending stuff back and forth trying to locate if there were any survivors who are still alive today.

DR. PECORALE:

We did get the newspaper article. I gave it to Lance, the actual article in the paper about the sinking. Originally somebody said that all of the sailors survived. That's not true.

DR. GITTELMAN:

No, it's not.

DR. PECORALE:

We did get information about how many were drowned, and supposedly some sharks even came upon the survivors.

MR. SHAPIRO:

They did a reunion ten years ago. I spent a lot of time on this. I found the person who coordinated the reunion. It took forever to get his name. He's not around no more. He was the contact they had on the internet. The U.S. Navy didn't have a list of the survivors.

DR. PECORALE:

They don't have the list.

MR. SHAPIRO:

If you could give me better direction, I'll –

DR. GITTELMAN:

We'll have to compare notes because, as most of you know, I have been doing a lot of research, and I have found out more about the Plymouth. For

those of you who don't know, Willy K. II's eleventh yacht was named after his mother, Alva. It was launched in 1930, and it was used in his trip around the world in 1931. The name of the ship, which was 264 feet long and it was quite a luxury ship, was the Alva. The Alva was then donated to the United States Navy during World War II. It was sunk. It was turned into a Navy submarine ship. It was sunk by a single torpedo. The lieutenant commander who was on it, although he lost his legs, stayed with the ship helping all that survived get off. He did receive the Naval Star for doing so.

DR. PECORALE:

The most interesting thing that I learned when I got the stuff from the Navy was that the torpedo came from the same ship yard that the boat was built from.

MR. SHAPIRO:

It happened in Cape May, correct?

DR. PECORALE:

Right.

MR. SHAPIRO:

We tried to contact the people in Cape May. I sent six letters out to elected officials in the community of Cape May. I got no response.

DR. PECORALE:

It was right off the coast of North Carolina.

DR. GITTELMAN:

It's in deep water, though, over 300 feet.

DR. PECORALE:

We do have the newspaper article. We do have the only two photographs that the Navy has on record of it. I think I gave them to you, Lance. The problem is that they don't have the list of the people who actually survived the sinking.

MR. SHAPIRO:

We even spoke to the Vanderbilt institution in North Carolina.

DR. GITTELMAN:

The Biltmore.

MR. SHAPIRO:

We asked them if they could help. I tried so many different angles.

DR. PECORALE:

I always thought that maybe we could get at least Congress to give us a citation for the donation of the ship and the fact that it was sunk. If we can't get somebody from the Secretary of the Navy or something like that, how about getting the ex-Treasurer who is a big Naval Officer. I'm talking about the ex-Treasurer of Suffolk County, Cochrane.

DR. GITTELMAN:

I bet you John has contacts he can help us with. One further question, what's the status of the Vanderbilt Cup?

MR. MALLAMO:

The Vanderbilt Cup we will pursue when the security project improvements get underway. They are going to be here tomorrow because that's not going out to bid. We have identified the case. The Long Island Museum of Art History and Carriages is going to loan us the case. The plan now is to put it here in this lobby, possibly with a vehicle. The case will have an alarm, which is what's required.

DR. PECORALE:

How much would it cost to make a replica?

DR. GITTELMAN:

I was thinking about that. We ought to look into that. Because people coming to see the cup will probably want to buy a little replica of it.

DR. PECORALE:

There are companies that make them as ornaments.

DR. GITTELMAN:

Do we have any questions about that report? That was good. Thank you, Todd. Lance, do you have a report?

MR. MALLAMO:

Just that I've really been working primarily in the past month on finishing up the Capital Budget, which was submitted last week. I hoped to have a copy for everyone tonight, just to show you what we asked for, but while talking with Todd on the phone I must have hit the wrong button and my whole computer screen went upside down. I felt like I was taking some psychological test trying to hit the print button upside down. I wasn't able to do it. I will email that to everyone or send it to you. The budget will be reviewed next month at the County Executive's Office, and we'll keep you posted.

MR. OLIVIERI:

Steve, we missed one little thing. We need to have somebody assigned over to the bookstore/gift shop issue.

DR. GITTELMAN:

I've got an awful lot of assigning today. I think bookstore/gift shop I'm going to assign to Lance.

MR. MALLAMO:

Okay.

DR. GITTELMAN:

Anything else? The President's Report, I have spoken enough for one night. Yes, Marge.

MS. FUHRMANN:

In assigning Chairs, you did not assign a new Personnel Committee Chair.

DR. GITTELMAN:

I am disbanding the Personnel Committee.

MS. FUHRMANN:

Okay, I just wanted to know.

DR. GITTELMAN:

There is no need for an executive session tonight. Do we have a motion to adjourn?

DR. PECORALE:

Motion.

MR. LUECKE:

Second.

DR. GITTELMAN:

We stand adjourned. **Motion carries. (Vote: 13/0/0/2 Absent: Ms. Figalora & Mr. Seides.)**

(Dr. Gittelman adjourned the meeting at 9:15 p.m.)

SG:ap

Attachments